

Longmont

POWER & COMMUNICATIONS



Circle Graphics Saves Energy, Makes Parking Lot Safer

Circle Graphics is the world's largest producer of large format digital graphics. The 10-year old Longmont company produces outdoor advertising, wall murals, banners, posters and transit displays in its 189,000 square foot manufacturing facility at 120 Ninth Avenue.

Circle Graphics has about 400 employees and operates 24 hours a day, 7 days a week, to meet the world-wide customer demand for its products. Because it has employees coming and going around the clock, Circle Graphics wanted to improve outdoor lighting around the facility for increased security and employee safety.

John von Tempske, facilities manager, said he wanted LED (light emitting diode) light fixtures for the parking area because they are more efficient and brighter than the 250-watt high pressure sodium lamps in the existing fixtures.

He contacted a lighting company to do a survey of the parking lot lights and develop a proposal for an upgrade. It was the lighting contractor who told him about potential financial incentives from Longmont Power & Communications (LPC).

Von Tempske contacted Chuck Finleon, LPC's Key Accounts Manager. Finleon helped Circle Graphics receive a free EnergySmart energy assessment, which qualified them for rebates that reduced the upfront costs of their project. Finleon also helped von Tempske apply for a Business Efficiency Grant and for lighting incentive program rebates available through Platte River Power Authority (Platte River) in partnership with LPC.

By The Numbers

- **Project:** Upgrade 16 parking light fixtures
Old Fixtures: 16 250-watt high pressure sodium lights; total wattage of 295 watts per fixture
- **New fixtures:** 16 103-watt Parking Star II LED fixtures
- **Total project cost:** \$12,968
- **Total incentives:** \$6,536
- **Net project cost:** \$6,432
- **Est. annual energy savings:** 13,455 kWh
- **Est. annual electric cost savings:** \$938



The Bottom Line: Circle Graphics installed 16 Parking Star II LED light fixtures at 103 watts per fixture for an annual energy savings of 13,455 kilowatt hours. The company received a rebate of \$1,536 and a grant of \$5,000 from Platte River programs in partnership with LPC. The total incentives were slightly more than half the total project cost of \$12,968. And the LED fixtures are guaranteed for 10 years, reducing maintenance costs.

While the lights provided significant cost savings for Circle Graphics, the real winners are the employees who no longer have to deal with a poorly lit parking lot. "Our employees are very happy with the new lighting," says von Tempske. "They were quite impressed with results of the project. The LED lighting is much brighter and whiter so it really illuminates the area. Employees feel much safer because they don't have shadows in the parking lot at night any more. People are really very pleased."

"LED's are the way to go," Von Tempske added, "especially with the incentives available from Platte River and LPC."

"We were not expecting nearly that much in rebates. It made the project a no-brainer"

— John von Tempske
Circle Graphics



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